

Monday, November 22, 1993

'Quinn' wins Saturday as 'JFK' loses Friday for CBS

By Lisa de Moraes

CBS' second John F. Kennedy sweeps special, "Who Killed JFK: The Final Chapter," (9.4 rating/15 share) finished third from 9-11 p.m. Friday in the metered markets, behind NBC's mystery movie "Fugitive Nights: Danger in the Desert" (10.1/18) as well as ABC's "Step by Step" (13.1/22), Hangin' With Mr. Cooper" (12.9/21) and "20/20" (16.0/27).

CBS had better luck with its two-hour "Dr. Quinn, Medicine Woman" sweeps special on Saturday. The Western swept the 8-10 p.m. block with a 14.6/24, according to A.C. Nielsen Co. numbers out over the weekend.

Also good news for CBS was its Thursday 15.2/24 win nationally, thanks to the 8-11 p.m. conclusion of "Return to Lonesome Dove" (15.2/24).

"Dove" built every half-hour, winning the 8-9 p.m. and 10-11 p.m. blocks, but playing second fiddle to NBC's "Seinfeld" (19.1/28) and "Frasier" (16.3/24) from 9-10 p.m. Against "Dove," NBC's "L.A. Law" (10.3/17) equalled its lowest rating ever for an original episode,

at 10 p.m.

ABC's "Matlock" (4.8/8) was no match for "Dr. Quinn" from 9-10 p.m. Saturday; ABC has plugged "Matlock" into its "The Paula Poundstone Show" hole temporarily.

"Dr. Quinn" also trounced NBC's usually strong "Empty Nest" (8.9/15) and "Nurses" (9.5/16) in that hour. Without those two pulling in their usual numbers, NBC fell to second place Saturday with an 8.4/14, far behind CBS' winning 12.8/22.

ABC's only good news Saturday was the first-place metered-market finish of "The Commish" (10.1/18) in a very tight 10-11 p.m. race with CBS' "Walker, Texas Ranger" (9.9/18) and NBC's "Sisters" (9.7/17). But crippled by its 9-10 p.m. ills, plus the anemic performances of "George" (5.0/9) and "Where I Live" (4.9/8) from 8-9 p.m. Saturday, ABC finished fourth that night with a 6.6/11, also trailing FBC's 7.0/12.

On the other hand, ABC finished first Friday in the metered markets, winning every half-hour,

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including "Family Matters" (13.8/24), "Boy Meets World" (12.1/21), "Step by Step," "Hangin' With Mr. Cooper" and "20/20."

CBS' "Diagnosis Murder" (9.0/15) edged out NBC's "I Witness Video" special (8.7/15) and FBC's "The Adventures of Brisco County, Jr." (5.0/9) from 8-9 p.m. that night, but, dragged down by "JFK," CBS finished third for the primetime evening with a 9.2/16, behind NBC's 10.2/17 and ahead of FBC's 5.6/10. □